

# SPONSORSHIP OPPORTUNITIES

*Every youth in America must be exposed to the DESTINE 4 GREATNESS TOUR! – DAVE MELTZER, CEO, Sports 1 Marketing*



# D4G DESTINE 4 GREATNESS *School Tour*



## Making a Difference in the Lives of All Youth

Changing the World through Music, Video, Curriculum and Education!

Connect Your Brand to Millions of Students, Teachers and Parents.

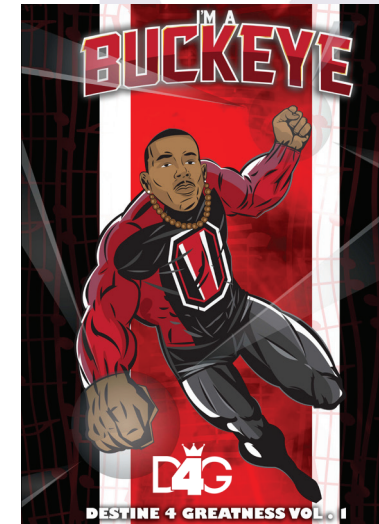


# OUR MISSION.

Changing the world through Music, Video, Curriculum and Education!

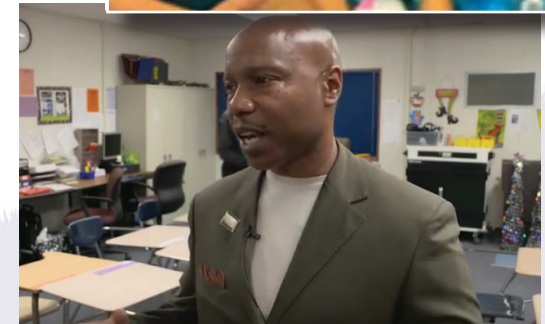
# THE DESTINE 4 GREATNESS STORY.

The **DESTINE 4 GREATNESS TOUR** has been in existence since 2004 and now it is time to touch more lives and expand our reach throughout Southern California. Destine 4 Greatness has conducted school tours and touched thousands of lives through books, music, assemblies and seminars. Professor Carter has teamed up with musical genius Damon Wright, also known as, "Relm Diggie," also known as "I'm A Buckeye!". Relm Diggie and Professor Carter have combined their talents to bring Music, Video, Comic books, a Comic Book Super Hero and an incredible message of life skills, character education, leadership, college readiness, empowerment, entrepreneurship, mental health, and financial literacy to thousands of students in the Los Angeles and Long Beach Unified School Districts!



# WHY DESTINE 4 GREATNESS?

1. The average teenager spends \$9,626.76 per year. This number is based on total spending by and for teens of \$258.7 billion, divided by 26,873,000 teenagers in the United States. Teens get 62 percent of their income from their parents.
2. Pre-marketing for the Tour will reach over 1,000,000 students, teachers and parents. Event marketing is the best way to connect with youth and parents.
3. Make your brand friendly to these diverse markets: Latino, African-American and Asian-American and so many more students and parents.
4. Highlight products and services directly to your customer.
5. Have company representatives give presentations at events.
6. Take advantage of the brand equity, media and tremendous following of the LAUSD, LBUSD, Relm Diggie and the Destine 4 Greatness Inc.
7. Enhance your cause-related marketing by participating in events that benefit the community and empower our youth.
8. Multimedia promotional campaign includes television, radio, print, direct mail and internet including social media.
9. Increased word of mouth referrals.
10. Be associated with leading educational brands such as LAUSD, LBUSD, and Loyola Marymount University.



# PROGRAM DESCRIPTION.

- School Tours throughout the Los Angeles Unified School District and the Long Beach Unified School District
- Partnering with Loyola Marymount University, Family of Schools
- Conducting Assemblies and Classroom Seminars Daily
- Back to School Destine 4 Greatness Concert
- Beginning of the second semester Concert
- Back to School Destine 4 Greatness Tour
- Weekly Teacher Seminars
- Weekly Parent Seminars
- Testing Assemblies and Concert
- School Tour Content - Life Skills, College Readiness, Character Education, Mental Health and Financial Literacy
- End-of-the-Year Culminating Event and Concert!



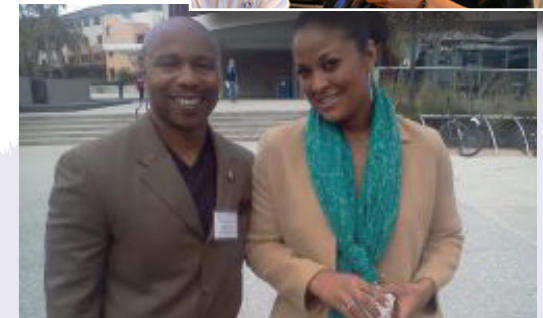
# ULTIMATE MARKETING PLAN.

Destine 4 Greatness will advertise on the district website(s) and have use of the district auto-call system to advertise their assemblies to parents and students. We will advertise through local Radio, TV and local print media. We will advertise and market through Social media, Press- releases, local press conferences and describe everything we are doing to get the word out about your organization or event. Including both traditional and non-traditional media, public relations, ambient media, direct response, social online networking, promotional opportunities, Internet media, etc.

## GOALS FOR SPONSORS.

The **Destine 4 Greatness Tour** will expand your client and customer base throughout Southern California. You will be exposed to a diverse customer base which will increase your sales exponentially!

The Destine 4 Greatness Tour will reach Millions of Students, Teachers and Parents in the Los Angeles Unified and Long Beach Unified School District.





# SPONSOR BENEFITS.

## Promotional opportunities can include, but are not limited to:

- Branding to (students, parents and teachers in the Los Angeles Unified, Long Beach Unified School Districts and Loyola Marymount University).
- Exposure on (TV and radio, press releases, social media, district and school websites).
- Hyperlink on Destine4Greatness.com.
- Cross promotions with (Operation Hope/Sports 1 Marketing).
- Enhance your cause-related marketing by participating in a program that benefits (Youth throughout the country through Operation Hope in the area of financial literacy).
- Exclusivity in your category.
- Exhibitor opportunities, signage and your company representatives at the event(s).
- Promotion in social media (Through Instagram, Facebook, Snapchat and Linked-In).
- Branding on a national resource list.
- Speaking opportunity at the event(s).
- Option to provide premium bags for students, teachers and parents.
- Free ad in comic book.
- Option to provide prize giveaways.
- On-site sampling and couponing opportunities.
- VIP passes for staff and special clients.
- Promotion in upcoming media (Radio and TV interviews).
- Dedicated campaign with pre-marketing and follow-up promotion.
- Press Release to various media outlets (Local News Stations - Print and On-Line).
- Year-long coaching program to keep sponsor's name visible at every school we visit!
- Making A Difference Award will be presented to sponsor with photo opportunities at the school and our culminating event!

**BE A PART of this amazing life changing opportunity for our awesome youth!**

**CALL OR EMAIL NOW!**

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**To learn more, visit**

**[www.Destine4Greatness.com](http://www.Destine4Greatness.com).**